Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-307.   (Cancelled)

308.   (previously presented) A content and service handling method comprising:

   maintaining an inventory of advertising opportunities in content and services; and

   binding inventory with advertisements each including additional information pertaining
        to binding.

309.   (previously presented) The method of claim 308 further comprising delivering the
bound inventory.

310.   (previously presented) The method of claim 308 in which the inventory is controlled
by an entity.

311.   (previously presented) The method of claim 310 in which the entity is a service
provider.

312.   (previously presented) The method of claim 310 in which the entity is a network
affiliate.

313.   (previously presented) The method of claim 310 in which the entity is a network provider.

314.   (previously presented) The method of claim 310 in which the entity is a content provider.

315.   (previously presented) The method of claim 308 in which the inventory is controlled by a plurality of entities.

316.   (previously presented) The method of claim 308 in which different portions of the inventory are controlled by a plurality of entities.

317.   (previously presented) The method of claim 316 further comprising binding advertisements by an operator on behalf of the plurality of entities.

318.   (previously presented) The method of claim 309 in which delivering is in response to a request for content.

319-340. (cancelled)

341.   (previously presented) The method of claim 308 in which each advertisement includes guidance information.

342.   (previously presented) The method of claim 341 in which guidance information includes advertisement insertion information.

343.   (previously presented)The method of claim 341 in which guidance information includes information about an intended audience.

344.   (previously presented) The method of claim 343 in which the information about the intended audience includes a mailing list.

345.   (currently amended) The method of claim 343 in which the information about the intended audience includes a phone list.

346.   (previously presented) The method of claim 341 in which guidance information includes scheduling information.

347.   (currently amended) An interactive advertising system comprising:

    a store of advertisements, each of the advertisements including guidance information;

    an inventory representing advertising opportunities in content and services; and

    a service binding advertisements to inventory, based at least in part on the guidance
        information.

348.   (previously presented) The system of claim 347 further comprising a means for delivering the inventory bound with advertisements to a terminal device.

349.   (previously presented) The system of claim 348 in which the terminal device is a set top box.

350.   (previously presented) The system of claim 347 in which the inventory is controlled by an entity.

351.   (previously presented) The system of claim 350 in which the entity is a local network operator.

352.   (previously presented) The system of claim 350 wherein the entity is a network affiliate operator.

353.   (previously presented) The system of claim 350 in which the entity is a network operator.

354.   (previously presented) The system of claim 350 in which the entity is a content provider.

355.   (previously presented) The system of claim 347 in which the inventory is owned by a plurality of entities.

356-374.   (cancelled)

375.   (currently amended) The system of claim ~~374~~ 347 in which guidance information includes advertisement insertion information.

376.   (currently amended) The system of claim ~~374~~ 347 in which guidance information includes information about an intended audience.

377.   (previously presented) The system of claim 376 in which guidance information includes an address list.

378.   (previously presented) The system of claim 376 in which guidance information includes a phone list.

379.   (currently amended) The system of claim ~~374~~ 347 in which guidance information includes scheduling information.

380.   (currently amended) A method for placement of advertising content or services for presentation to one or more users comprising:

    maintaining an inventory of opportunities to present advertising during delivery of
        content or services to one or more users;

    binding advertising to the inventory according to one or more of ~~information,~~
        instructions, procedures, and software programs associated with the advertising;
        and

    composing advertising content associated with the advertising with the content or
        services.

381.   (previously presented) The method of claim 380 further comprising delivering the composed content to the one or more users.

382.   (previously presented) The method of claim 380 further comprising importing the advertising content from an advertiser's network.

383.   (currently amended) The method of claim 382 further comprising importing self-guiding advertisements that include the one or more of ~~information,~~ instructions, procedures, and software programs for binding the advertisement to the inventory.

384.   (previously presented) The method of claim 383 wherein binding the advertising to
the content includes binding the advertising using the one or more of instructions, procedures,
and software programs to discover one or more of inventory, user information, and information
to be factored into a binding decision.

385.   (previously presented) The method of claim 380 further comprising importing data
associated with advertising copy for binding the advertising to the inventory.

386.   (currently amended) The method of claim 385 wherein importing the data associated
with the advertising copy includes the one or more of ~~information,~~ instructions, procedures, and
software programs.

387.   (currently amended) The method of claim 386 wherein the ~~advertisements contain~~
advertising contains both the advertising copy and the one or more of ~~information,~~ instructions,
procedures, and software programs.

388.   (previously presented) The method of claim 380 further comprising importing
ancillary data associated with the content or services.

389.   (previously presented) The method of claim 388 wherein the ancillary data includes
available advertising times associated with the content or services.

390.   (previously presented) The method of claim 388 wherein importing the ancillary data
includes importing said data conveyed in-band with its associated content.

391.   (previously presented) The method of claim 388 wherein importing the ancillary data
includes importing said data conveyed out-of-band from its associated content.

392.   (currently amended) The method of claim 380 further comprising importing and storing data associated with the advertising for use to associate advertising content with other content.[[.]]

393.   (previously presented) The method of claim 392 wherein binding the advertising to the inventory includes using the stored data associated with the advertising.

394.   (previously presented) The method of claim 380 wherein binding the advertising to the inventory includes optimizing the binding using factors that include information about available advertising and information about the content and service with which the advertising is to be associated.

395.   (previously presented) The method of claim 394 wherein the factors used to optimize the binding include one or more of advertiser agreements, advertising placements schedules, and useful lifetimes for advertising.

396.   (previously presented) The method of claim 380 wherein maintaining an inventory includes maintaining an inventory of dynamically appearing inventory.

397.   (previously presented) The method of claim 396 wherein the content or service includes a time-shifted viewing of content.

398.   (previously presented) The method of claim 396 wherein binding the advertising to the inventory includes dynamic binding of the advertising to the dynamically appearing inventory before the inventory is consumed.

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399.   (previously presented) The method of claim 398 wherein the dynamic binding includes binding the advertising just in time before the inventory is consumed;

400.   (previously presented) The method of claim 396 wherein composing advertising content with the content or services includes replacing advertisements in the content or service.

401.   (previously presented) The method of claim 380 wherein composing the advertising content with the content or service includes replacing the advertising content in the content or service.

402.   (previously presented) The method of claim 380 further comprising mediating handling of content or services from numerous originators.

403.   (currently amended) The method of claim 402 wherein the mediating of the ~~handing~~ handling of content or services includes mediating ~~handing~~ handling of the advertising content or services.

404.   (previously presented) The method of claim 402 wherein binding the advertising to the inventory includes binding the advertising to an inventory of opportunities in the content or services from the numerous originators.

405.   (currently amended) The method of claim 402 wherein the mediating of the ~~handing~~ handling of content or services includes maintaining an inventory of opportunities in the content or services from the numerous originators.

406.   (currently amended) A method for placement and presentation of advertising content
or services to one or more users comprising:

>   mediating handling of content or services from numerous originators;

>   maintaining an inventory of opportunities to present advertising during delivery of the
>   content or services to one or more users, including maintaining an inventory of
>   dynamically appearing inventory;

>   binding advertising to the inventory;

>   composing advertising content associated with the advertising with the content or
>   services; and

>   delivering the composed content to the one or more users.

407.   (previously presented) The method of claim 406 wherein the inventory of
dynamically appearing inventory is associated with time-shifted viewing of content.

408.   (currently amended) The method of claim 406 further comprising importing self-
guiding advertisements that include the one or more of information, instructions, procedures, and
software programs for binding the advertisement to the inventory.

409.   (currently amended) The method of claim 408 wherein binding the advertising to the
inventory includes binding the advertising using the one or more of information, instructions,
procedures, and software programs to discover one or more of inventory, user information, and
information to be factored into a binding decision.

410.   (cancelled)

411.   (currently amended) The method of claim 4̶1̶0̶ 406 wherein the mediating of the handing handling of content or services includes mediating handing handling of the advertising content or services.

412.   (currently amended) The method of claim 4̶1̶0̶ 406 wherein binding the advertising to the inventory includes binding the advertising to an inventory of opportunities in the content or services from the numerous originators.

413.   (currently amended) The method of claim 4̶1̶0̶ 406 wherein the mediating of the handing handling of content or services includes maintaining an inventory of opportunities in the content or services from the numerous originators.

414.   (previously presented) A method for placement of advertising content or services comprising:

    mediating the handling of content and services from numerous originators;

    binding advertising to content and services from at least several of the originators; and

    generating reports related to the use of the advertising for communication to the
        originators of the content and services.

415.   (previously presented) The method of claim 414 wherein the content and services from the numerous originators includes advertising content or advertising services from said originators.

416.   (previously presented) The method of claim 415 further comprising importing at least some of the content from an advertiser's network.

417.   (previously presented) The method of claim 414 further comprising importing the advertising content from an advertiser's network.

418.   (currently amended) The method of claim 417 further comprising importing self-guiding advertisements that include ~~the~~ one or more of information, instructions, procedures, and software programs for binding the advertisement to the ~~inventory~~ content and services.

419.   (currently amended) The method of claim 418 wherein binding the advertising to the ~~inventory~~ content and services includes binding the advertising using the one or more of information, instructions, procedures, and software programs to discover one or more of inventory, user information, and information to be factored into a binding decision.

420.   (currently amended) The method of claim 414 further comprising maintaining ~~an inventory includes maintaining an inventory of~~ a dynamically appearing inventory of opportunities to present advertising during delivery of content or services to one or more users.

421.   (previously presented) The method of claim 420 wherein the content or services includes a time-shifted viewing of content.

422.   (previously presented) The method of claim 420 wherein binding the advertising to the content includes dynamic binding of the advertising to the dynamically appearing inventory before the inventory is consumed.

423.   (new) A method for placement of advertising content or services for presentation to one or more users comprising:

> maintaining an inventory of opportunities to present advertising during delivery of
> > content or services to one or more users;

importing self-guiding advertisements that include one or more of information, instructions, procedures, and software programs for binding the advertisement to the inventory;

binding advertising including the self-guiding advertisements to the inventory according to one or more of information, instructions, procedures, and software programs associated with the advertising; and

composing advertising content associated with the advertising with the content or services.